

# CONTRACT



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 944676 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Candidate</u>		
<u>Contract Dates</u> 10/15/12 - 10/21/12		<u>Estimate #</u> 11649
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 27	KOAT	10/16/12	10/16/12	DWTS	7-8p		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	KOAT	10/15/12-10/21/12	DWTS	7-8p	-Tu-----	:30		<del>\$2,500.00</del>	NM		
	See MG 27.4											
	4	KOAT	10/15/12-10/21/12	DWTS	9-10p	-Tu-----	:30		\$2,500.00	NM		
	Ⓜ MG for 27.3 10/16											
<b>Totals</b>											62	\$36,270.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/21/12	62	\$36,270.00	\$30,829.50	\$2,158.07	\$32,987.57
<b>Totals</b>	62	\$36,270.00	\$30,829.50	\$2,158.07	\$32,987.57

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## CONTRACT



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3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
(505)884-7777

<u>Contract / Revision</u> 944601 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/08/12 - 10/14/12		<u>Estimate #</u> 11648
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 32	KOAT	10/11/12	10/11/12	Last Resort	7-8p		:30			NM	1	\$1,350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$1,350.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOAT	10/08/12-10/14/12		Last Resort	7-8p	----Th-----	:30		\$1,350.00	NM		
See MG 32.2												
2	KOAT	10/08/12-10/14/12		Last Resort	9-10p	----Th-----	:30		\$1,350.00	NM		
Ⓜ MG for 32.1 10/11												
Totals											63	\$35,470.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/14/12	63	\$35,470.00	\$30,149.50	\$2,110.47	\$32,259.97
<b>Totals</b>	63	\$35,470.00	\$30,149.50	\$2,110.47	\$32,259.97

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# **CONTRACT**



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

<u>Contract / Revision</u> 948945 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 09/10/12 - 09/16/12		<u>Estimate #</u> 11804
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 09/13/12 / 09/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfeifferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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**1580 Lincoln Street**  
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**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 4	KOAT	09/10/12	09/16/12	Good Morning America	7-9a		:30			NM	7	\$1,575.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	14	KOAT	09/10/12-09/16/12	Good Morning America	7-9a	M--WTF----	:30		\$225.00	NM		
Credited												
N 42	KOAT	09/13/12	09/13/12	SCANDAL	9-10p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	KOAT	09/10/12-09/16/12	SCANDAL	9-10p	----Th-----	:30		\$650.00	NM		
Credited												
N 59	KOAT	09/16/12	09/16/12	Action 7 News @ 1030p Sun 1030-1105p			:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				2	\$400.00			
<b>Totals</b>											<b>100</b>	<b>\$33,200.00</b>

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/16/12	100	\$33,200.00	\$28,220.00	\$1,975.40	\$30,195.40
<b>Totals</b>	<b>100</b>	<b>\$33,200.00</b>	<b>\$28,220.00</b>	<b>\$1,975.40</b>	<b>\$30,195.40</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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